Rep Order# 6865980 Ver# 1 Status New Traffic Order# 6865980 EC'd Yes

**Printed:** 10/19/2012 1:33 PM Last Received: 10/19/2012 12:58 PM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .DCCC/HORSFORD STEVÉN HORSFORD/DCCC **Product** 

Estimate# 2167

**Buyer** Jesse Demastrie

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007

143/149/2167 Agency C/P1/P2/E

Flight Dates **Hiatus Weeks** 

10/20/2012 - 10/22/2012

Rep Firm

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

1 of 4

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

# --- CONTRACT COMMENT ---

CLIENT: STEVEN HORSFORD FOR CONGRESS & DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE SC=\*

### --- REMARKS ---

THIS IS A NEW POLITICAL ORDER CONTRACT TOTAL IS \$30,730

PLS CONFIRM ASAP

ANJIE FOR ANGELA THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	М	6A-7A	AM NEWS	:30	\$600.00	10/22-10/22	2	1	2	\$1,200.00	
	2	М	7A-9A	GOOD MORNING AMERICA	:30	\$650.00	10/22-10/22	2	1	2	\$1,300.00	
	3	SA	7A-8A	SATURDAY G.M.A.	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	4	SU	8A-9A	SUNDAY AM NEWS	:30	\$325.00	10/21-10/21	1	1	1	\$325.00	
	5	М	10A-11A	THE VIEW	:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
	6	М	4P-5P	JUDGE JUDY	:30	\$450.00	10/22-10/22	2	1	2	\$900.00	
	7	М	5P-530P	5PM NEWS	:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
	8	М	6P-7P	6PM NEWS	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	9	М	730P-8P	MILLIONAIRE	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
	10	SA	5P-830P	SATURDAY NIGHT FOOTBALL	:30	\$2,000.00	10/20-10/20	2	1	2	\$4,000.00	
	11	М	11P-1135F	LATE NEWS	:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	

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Rep Firm KTNV-TV LAS VEGAS. NV ) GMMB Station Agency Sales Office ( Advertiser ) .DCCC/HORSFORD 3050 K ST NW ) PHILADELPHIA WASHINGTON, DC 20007 **Product** STEVEN HORSFORD/DCCC Salesperson ( ) ANJIE BRADY Estimate# 2167 Agency C/P1/P2/E 143/149/2167 Flight Dates 10/20/2012 - 10/22/2012 **Buver** Jesse Demastrie Salesperson Phone# 215-567-6005 Phone# **Hiatus Weeks** Salesperson FAX# 215-567-5938 Fax# LTSpots/Week # of Total Cost Ln Day Time Program Len Rate Dates Total Daypart Weeks Spots \_\_\_\_ \_\_\_ ----\_\_\_\_\_ 12 SU 11P-1135P SUNDAY LATE NEWS :30 \$750.00 10/21-10/21 1 1 1 \$750.00 13 Μ 430A-459A EARLY AM NEWS :30 \$75.00 10/22-10/22 1 1 1 \$75.00 1 2 14 М 5A-6A 5AM NEWS :30 \$175.00 10/22-10/22 2 \$350.00 2 15 Μ 9A-10A THE MORNING BLEND :30 \$275.00 10/22-10/22 1 \$550.00 2 16 Μ 11A-12P MIDDAY NEWS :30 \$400.00 10/22-10/22 2 1 \$800.00 2 17 М 2P-3P JEFF PROBST :30 \$375.00 10/22-10/22 2 1 \$750.00 3P-330P :30 \$275.00 10/22-10/22 1 1 1 \$275.00 18 Μ MILLIONAIRE 1 1 :30 \$350.00 1 \$350.00 19 M 330P-4P AFTERNOON NEWS 10/22-10/22 1 20 Μ 7P-730P ACCESS HOLLYWOOD :30 \$1,000.00 10/22-10/22 1 \$1,000.00 1135P-1 1 21 Μ NIGHTLINE :30 \$900.00 10/22-10/22 \$900.00 1205A 22 Μ 1205A-JIMMY KIMMEL :30 \$300.00 10/22-10/22 1 1 1 \$300.00 105A 1 1 23 Μ 105A-205A WE THE PEOPLE :30 \$55.00 10/22-10/22 1 \$55.00 1 2 24 SA 5A-6A SATURDAY EARLY AM NEWS :30 \$250.00 10/20-10/20 2 \$500.00 25 1 1 \$300.00 SA 6A-7A SATURDAY AM NEWS :30 \$300.00 10/20-10/20 1 26 SA 830P-930P SATURDAY NIGHT NEWS :30 \$1,500.00 10/20-10/20 1 1 1 \$1,500.00 1 1 \$700.00 27 SA 11P-1135P SATURDAY LATE NEWS :30 \$700.00 10/20-10/20 1

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**Printed:** 

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).DCCC/HORSFORD Product STEVEN HORSFORD/DCCC Estimate# 2167 Buyer Jesse Demastrie Phone# Fax#				RD 3050 I	3050 K ST NW WASHINGTON, DC 20007 <b>Agency C/P1/P2/E</b> 143/149/2167 <b>Flight Dates</b> 10/20/2012 - 10/22/2012				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY  Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938				
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	28	SA	1135P- 1235A	CASTLE	:30	\$225.00	10/20-10/20	2	1	2	\$450.00		
	29	SU	5A-6A	SUNDAY EARLY AM NEWS	:30	\$250.00	10/21-10/21	2	1	2	\$500.00		
	30	SU	6A-7A	SUNDAY AM NEWS	:30	\$300.00	10/21-10/21	1	1	1	\$300.00		
	31	М	9P-10P	POST-PRESIDENTIAL DEBATE NEWS	:30	\$4,000.00	10/22-10/22	1	1	1	\$4,000.00		
	32	M	730P-8P	PRE-PRESIDENTIAL DEBATE NEWS	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00		

## ---REPORT TOTALS---

Rep Order#

EC'd Yes

Report Totals: 43 / \$30,730.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 43 / \$30,730.00 Sales Totals: 43 / \$30,730.00 Station Totals: 43 / \$30,730.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$128,042 KBLR 0% KLAS 23% KSNV 19% KTNV 24% KTUD 0 % KVCW 3% KVMY 8% KVVU 23%

## ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12

Demos RA35+

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CASH IN ADVANCE

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**Hiatus Weeks** 

Rep Firm

) PHILADELPHIA Sales Office ( Salesperson ( ) ANJIE BRADY

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Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938